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DEPARTMENT OF TRANSPORTATION STATE OF HAWAII

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Senior Pedestrians Marketing Plan

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Department of Transportation Public Safety Marketing Senior Pedestrian Marketing Plan

Objective:

The objective of this plan is to provide an outline for recommended marketing activities that should be undertaken to reduce the number of Seniors who are killed while walking due to automobiles.

Speeding Research Conclusions:

The following are the major conclusions drawn from the research undertaken on Senior Pedestrian safety in Hawaii.

- Overall most people in Hawaii do not feel that our roads are pedestrian friendly, especially those households that include Seniors.
 - Overall only 48% of population in Hawaii believes that roads are friendly to Pedestrians.
 - Even fewer households (39%) that include Seniors over age 65 believe that they are safe as pedestrians.
- Seniors age 65 and older constitute a significant percent of the population and of pedestrian fatalities.
 - In 2000 there were 160,601 Hawaii residents that are age 65 or older. Another 106,961 of the population are age 55 to 64.
 - Pedestrians age 65+ constitute only 11% of the population, but make up over 50% of the pedestrian fatalities.
- Drivers and pedestrians are to blame for pedestrian fatalities.
 - Based on Risk Factors from FARS (1992 to 2002) for fatally injured pedestrians the most common source of accidents & fatalities is improper crossing of streets.
 - 54% of fatalities are attributed to pedestrians erroneously in roadway and 33% to jaywalking.
 - 52% of accidents are the fault of the drivers and the most common reason is failure to yield right of way (31%) and inattention (23%).
- Most pedestrian fatalities are concentrated in the area between Kalihi and Waikiki based on a map of pedestrian fatality locations.
 - Not surprisingly 25% of the 55+ adults in the State live in this area.

- This area is also a metropolitan center with a heavy commute pattern to and from work.
- If Senior walkers believed that crosswalks were safer they would be more likely to use crosswalks all the time.
 - 90% of the population believes that pedestrians should use crosswalks;
 - 93% of the population believes that drivers should not proceed when pedestrians are in the crosswalk.
 - However 67% of Seniors look for a safe place to cross whether in a cross walk or not.
 - Only 62% of Pedestrians feel safer crossing at crosswalks with signals.
- The prime times for pedestrian fatalities are also the same times when Seniors prefer walking: at dawn (6am to 9am) and dusk (5pm to 9pm) based on the SMS research and FARS data.

Recommendations

Pedestrian fatalities are due almost equally to both drivers and pedestrians. To reduce Senior Pedestrian fatalities, SMS recommends the following major actions in order of priority:

1. Educate **drivers** on proper respect for pedestrians and crosswalks. Coordinate awareness with an enforcement campaign. For pedestrians to feel safe about using crosswalks, drivers must first demonstrate that they are aware of the crosswalk laws and follow them.
2. Educate **Senior Pedestrians** to respect drivers, to use crosswalks whenever possible, and to still take care when crossing the street. Even when drivers are better aware of crosswalks, Senior Pedestrians will have to use the crosswalks more often, not jaywalk and stay aware for the errant driver. An enforcement campaign to reduce jaywalking should be implemented to reinforce using crosswalks.
3. To pass **legislation** that more clearly defines crosswalk rules for drivers. The current laws defining when to stop at a crosswalk is complicated and difficult for many people to understand. Ideally the law could be simplified so it can be more clearly communicated to others.
4. Make **physical changes** to improve crosswalks visibility and locate crosswalks more conveniently to where Seniors like to cross. In rainy weather or at night many drivers claim they have a difficult time seeing crosswalks and/or pedestrians. Painting the crosswalks more frequently or a brighter color will better illuminate the area on the road as well as pedestrians in the crosswalk.

SMS believes that by following these steps by the end of two years 24,080 more Seniors will be crossing at crosswalks and intersections than currently cross now.

Drivers

As shown in the research only 62% of Seniors believe it is safer to use a crosswalk with signals and 68% of them will look for a safe place to cross whether or not in a crosswalk. A significant factor contributing to their beliefs is that drivers do not fully understand the laws on stopping at crosswalks when there is a Pedestrian crossing. Before Seniors will feel safe in crosswalks, drivers need to be trained to observe the rules surrounding crosswalks.

SMS recommends targeting drivers who commute to and from work through Kalihi-Palama, Downtown, Ala Moana, McCully/Moiliili, and Waikiki. These areas have the greatest number of fatalities and Seniors. These areas are also major employment centers therefore SMS recommends reaching this target group through their place of employment – major businesses located in this area. Dusk and dawn commute times are also the times when more Seniors are walking and most Pedestrian fatalities occur.

Goal:

- Increase from 62% to 75% of Seniors who believe it is more safe to use a crosswalk with signals.

Recommended Actions

- SMS recommends developing an advertisement, posters and brochures that educate drivers on the rights of pedestrians and the laws on stopping at a crosswalk.
 - These pieces should clearly describe the penalty for not following the laws. Perhaps using a line like “Observe the lines or pay the fines.”
 - These pieces should be distributed to major businesses throughout the designated area, alerting employees to be more aware during their morning and evening commute.
 - Ideally corporate sponsorships can be developed to finance these pieces.
- Complementing the awareness campaign should be an enforcement campaign every six months with HPD ticketing drivers who do not stop at the appropriate time at crosswalks during these peak times.
 - After each campaign, the number of tickets issued should be released publicly so the community knows that drivers who do not observe the crosswalk laws will be ticketed.
- A website should be developed to provide more insight on appropriate cross walk behavior for both drivers and pedestrians.

Senior Pedestrians

Even though Seniors know they should cross at crosswalks, many still cross where they feel it is safe rather than at crosswalks. By hearing about the Drivers campaign noted above, they will begin to feel more confident that crosswalks are indeed safer. Plus, based on focus group responses the cost of a ticket for jaywalking was a good deterrent to reduce jaywalking.

SMS recommends that Senior Pedestrians be reminded about using crosswalks and the penalty for jaywalking, plus noting they still should always be aware of cars when walking. For greatest impact the Kalihi-Palama, Downtown, Ala Moana, McCully/Moiliili, and Waikiki area should be the primary target areas.

Goal:

Increase the percent of Seniors who walk across streets at intersections and crosswalks from 56% to 65%.

Recommended Actions:

- Develop brochures and posters for Seniors on safe crossing behaviors and the penalty for improper crossing.
 - Distribute at Senior Centers, restaurants, post offices, etc. in the areas described above, where Seniors are more likely to congregate.
 - Consider corporate sponsorships for these brochures, looking for companies also targeting Seniors.
 - Consider expanding *Walkwise Kupuna*.
- At the same time the Drivers Enforcement campaign is being conducted, also conduct an enforcement campaign to encourage safe crossing behaviors and ticket improper crossing behavior. This will encourage both walkers and drivers to have greater respect for each other.

Legislation

In focus groups and Senior Pedestrian Coalition discussion groups few people completely understand the rules regarding when to stop at a crosswalk. Even when the law is explained it is still difficult to easily comprehend. Therefore, SMS recommends that the law for when to stop at a crosswalk be simplified and more clearly defined. This will help drivers better understand the laws, as well as the police better enforce the laws.

Physical Changes

In focus groups many participants complained that they often could not see a sidewalk early enough to easily stop particularly in rainy weather and at night. Many sidewalks are in need of new paint and often in dark areas are difficult to see. SMS recommends that the City and the State undertake a concerted effort to make sidewalks more visible, testing several options, then implementing the options that work the best.

Likewise, many Seniors complained that they jaywalk because crosswalks are not conveniently located to bus stops or supermarkets. SMS recommends modeling crossing behaviors along major thoroughfares where accidents have occurred to identify sites where Seniors have a greater tendency to cross even when a crosswalk is located nearby. Results from the modeling can then be given to the State or City to incorporate into their planning efforts for new or moving crosswalks in the future.

The more visible crosswalks are, the greater the likelihood that drivers will stop appropriately. When crosswalks are located where people like to cross the more likely they will be to use them. These physical changes are recommended to increase better crosswalk behavior.

Summary of Recommendations for Senior Pedestrian Safety

	Year One	Year Two
<i>Drivers</i>	<ul style="list-style-type: none"> ♦ Education – Advertising & distribution of info through companies with large # of employees in targeted areas ♦ Enforcement campaign every six months ♦ Corporate Sponsorships ♦ Information on the Web 	<ul style="list-style-type: none"> ♦ Expand education effort Statewide ♦ Expand enforcement campaign Statewide
<i>Pedestrians</i> 67,234 in target areas 267,562 Statewide	<ul style="list-style-type: none"> ♦ Education – Distribute pamphlets & posters where they will reach the target market for Seniors on safe crossing behaviors & the penalty for improper crossing ♦ Corporate Sponsorships ♦ Information on the Web ♦ Enforcement campaign every six months 	<ul style="list-style-type: none"> ♦ Expand education effort Statewide ♦ Expand enforcement campaign Statewide
<i>Legislation</i>	<ul style="list-style-type: none"> ♦ Support legislation for more clearly defined crosswalk rules for drivers 	<ul style="list-style-type: none"> ♦ Announce new rules for crosswalk
<i>Physical</i>	<ul style="list-style-type: none"> ♦ Test options for increasing visibility of crosswalks ♦ Develop model for better locating crosswalks 	<ul style="list-style-type: none"> ♦ Prioritize & improve crosswalk visibility throughout the State ♦ Evaluate & consider moving crosswalks in high target areas